

# GRAMICCI

GREENICCI Introduces Kurai Bamboo Velour, Oslo Organic Fleece  
and the Gramicci Mountain Jean

*-Certified Organic, low impact manufacturing and functional*

## OR Booth#9001

AGOORA HILLS, Calif. (1/5/2010)—Gramicci continues to unveil progressive organic proprietary blends to the market at extremely competitive margins. GREENICCI green grows – with unique organic blends that and now represents over 55% of the offering in men's wear and 65% in women's wear. New to this year's collection are environmental impact standards in manufacturing, dye and water usage as well as responsible fiber sourcing.

Below are three top product summaries for your consideration: The Kurai Bamboo Velour, the Oslo Organic Fleece and the unyielding Mountain Jean.

“Kurai” Bamboo Velour Set: Clipstone plant, Calypso crest skirt, Lillyvale hoodie, Carabello shirt. The Kurai Bamboo Velour is an ultra soft luxurious velour set made of 65% organic cotton and 35% Bamboo. The Kurai is the range in the Siberian Altai Provence in Japan. The dyes in these garments are LIGD low impact, Fair labor compliant manufacturing and certified organic with low impact manufacturing by GOTS (Global Organic Textile Standard) OE blended and OE 100. The pants and top feature: mid rise fit, adjustable drawstring and bottom hem, double front pockets, drawstring hoodie with front kangaroo pocket and a matching skirt and shirt: Ideal for yoga, hikes, everyday wear. Colors include: wheat, messervy plum, bonita brown, luxury blue.

Sizes: xs-xl

MSRP: \$58-\$65 pants, \$65 skirt and shirt

*Image attached*

“Oslo” Organic Fleece Set: Clipstone plant, Cabrinni capri, Sarahat pant, Thera Haze Hoodie, Marella Hoodie.

Hemp and organic cotton and spandex blended brushed fleece with a surface interest slub weave -- comfortable and cozy never felt so good. Finish is low impact dyes, less water, less chemical equals less energy. Garments are LIGD low impact, Fair labor compliant manufacturing and certified organic with low impact manufacturing by GOTS (Global Organic Textile Standard) OE blended and OE 100. The pants and top feature: mid rise fit, relaxed straight leg, flex fit waistband, adjustable drawstring and double front pockets, hoodies feature kangaroo pockets full zip and pullover: ideal for yoga, hikes, everyday wear. Colors include: black, ginger wine, hawk, raccoon grey, luxury blue and patterns in luxury blue and midnight star and raccoon.

Sizes: xs-xl

MSRP: \$68-\$75 pants, \$78-95 hoodies

*Image attached*

## The Mountain Jean

Buckeye II Canvas - Indestructible, “reverse rock weave” canvas. 100% long stem combed fiber with a crystal finish to soften fabric. Bastain dyed for depth and texture with low environmental impact dyes. Features: freedom of movement gusset 3”, EZ latch release buckle, 100% super strength nylon belt, running man leather waist patch. 3 inseam lengths. Garments are LIGD low impact, Fair labor compliant manufacturing and certified organic with low impact manufacturing by GOTS (Global Organic Textile Standard) OE blended and OE 100. Colors include: antelope, hawk, fatigue green, nautical navy, shale. Sizes: 30-42

MSRP: \$58

*Image attached*

About Gramicci

Gramicci, considered the ‘soul brand’ of the outdoor industry, is associated with the iconic styles of the outdoor industry including its introduction of the G-climbing pant over 25 years ago. Under the leadership of Marty Weening, the company has, in recent years, evolved into a major resource and partner for outdoor lifestyle apparel. The brand is now known for its natural fiber technologies, distinct fabrications and washed-out and weathered garment finishes sold within four distinct product segments: Authentic Originals, Built For Sport, Gramicci Life, and Greenicci. For more information, visit: [www.gramicci.com](http://www.gramicci.com).

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